



# CONSUMER MARKETING REPORT

Presented to the  
Tourism Advisory Council

Butte, Montana  
June 3, 2008





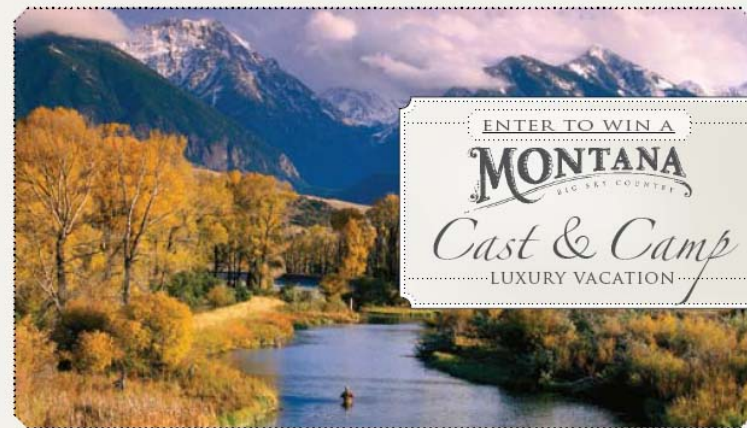
# MONTANA CAST & CAMP CAMPAIGN



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE

# MONTANA CAST & CAMP CAMPAIGN

- Nationwide promotion with Orvis
- In-store presence in 39 company-owned stores
- Media campaigns in 3 key markets
  - Chicago
  - Atlanta
  - Dallas
- Timing: May-July 2008



IT'S THE KIND OF CAMPING TRIP  
WHERE *roughing it* MEANS YOU'VE  
RUN INTO A STUBBORN CORK.

It's the kind of camping trip where there's a tent. With a featherbed. Gourmet meals. And a local to take you to some of our more private waters. The kind of camping trip where all the details are taken care of. Maybe even the bill. Register at [www.visitmt.com/orvis](http://www.visitmt.com/orvis) to win a luxury camp and fish vacation at an Orvis® endorsed lodge.

The trip includes a 5 day/4 night all expense paid fly fishing trip for you and 3 guests to North Fork Crossing Lodge. You'll be set up for success before you hit the rivers with your own fly fishing gear from Orvis®. Then, experience 3 days of guided fly fishing with PRO Outfitters on some of the best and least-crowded trout water in Montana. After each day on the serene water, enjoy a delicious gourmet meal and recount your fishing stories with friends around a campfire. We won't mind if you exaggerate a little.

NO PURCHASE REQUIRED. SEE OFFICIAL CONTEST RULES AT [WWW.VISITMT.COM/ORVIS](http://WWW.VISITMT.COM/ORVIS).

ENTER TO WIN A *free* 5 DAY/4 NIGHT ALL-EXPENSE PAID  
FLY FISHING TRIP FOR YOU AND 3 GUESTS TO MONTANA.

**MONTANA**  
BIG SKY COUNTRY

**ORVIS**

**MONTANA**  
BIG SKY COUNTRY

# OVERVIEW

APR

MAY

JUNE

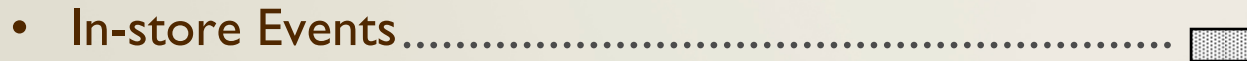
JULY

AUG

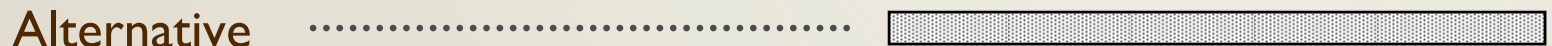
- **Sweepstakes**



- **Key Market**



- Media





# SWEEPSTAKES

- Madden, April 1 - August 31
  - Enter via [www.vacationfun.com/montanawin](http://www.vacationfun.com/montanawin)
  - Advertised via Madden newspaper insert
  - Fulfillment by Madden Media
  - Prize- Two-night/one-day fly fishing trip to Northfork Crossing Lodge, including ground transportation from Missoula airport and meals.
  - Travel Montana's cost- \$0





# SWEEPSTAKES

- Cast & Camp Luxury Vacation, May - June 29
  - Enter via [www.visitmt.com/orvis](http://www.visitmt.com/orvis) or at Orvis stores
  - Promoted through direct e-mails, in-store POS, blow-in cards in select catalogs, promotional website ([www.visitmt.com/orvis](http://www.visitmt.com/orvis))
  - Prize- 5 day/4 night Cast & Camp trip for winner and three guests to North Fork Crossing Lodge and PRO Outfitters, including lodging, air transportation (up to \$800/traveler), ground transportation, meals, 3 days of guided fly fishing and gear from Orvis.
  - Travel Montana's cost- \$5,820





# MONTANA CAST & CAMP CAMPAIGN WEBSITE



ENTER TO WIN A  
**MONTANA**  
BIG SKY COUNTRY  
*Cast & Camp*  
LUXURY VACATION

IT'S THE KIND OF CAMPING TRIP  
WHERE *roughing it* MEANS YOU'VE  
RUN INTO A STUBBORN CORK.

It's the kind of camping trip where there's a tent. With a featherbed. Gourmet meals. And a local to take you to some of our more private waters. The kind of camping trip where all the details are taken care of. Maybe even the bill.



THE PRIZE | OFFICIAL RULES | ENTER CONTEST

PLAN YOUR TRIP TO MONTANA | CONTACT US

VISIT A MONTANA ORVIS® ROADSHOW

BROUGHT TO YOU BY:

**MONTANA**  
BIG SKY COUNTRY  
VISITMT.COM

**ORVIS**  
ORVIS.COM

# MONTANA CAST & CAMP CAMPAIGN WEBSITE



## THE PRIZE

The trip includes a 5 day/4 night all expense paid fly fishing trip for you and 3 guests to North Fork Crossing Lodge. You'll be set up for success before you hit the rivers with your own fly fishing gear from Orvis®.

Then, experience 3 days of guided fly fishing with PRO Outfitters on some of the best and least-crowded trout water in Montana. After each day on the serene water, enjoy a delicious gourmet meal and recount your fishing stories with friends around a campfire. We won't mind if you exaggerate a little.

\*TRIP INCLUDES AIRFARE, GROUND TRANSPORTATION, LODGING, MEALS AND THREE DAYS OF GUIDED FLY FISHING.

**PRO  
OUTFITTERS.  
MONTANA**

[PROOUTFITTERS.COM](http://PROOUTFITTERS.COM)

THE PRIZE | OFFICIAL RULES | ENTER CONTEST

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# MONTANA CAST & CAMP CAMPAIGN WEBSITE



ENTER TO WIN A  
**MONTANA**  
BIG SKY COUNTRY  
*Cast & Camp*  
LUXURY VACATION

## CONTACT US

Travel Montana/Montana Promotion Division,  
Department of Commerce, State of Montana

### LOCATION

301 South Park Ave. Helena MT 59601

### MAILING ADDRESS

Montana Promotion Division  
PO Box 200533 Helena MT 59620-0501

### PHONE/FAX

Phone: 406.841.2870 Fax: 406.841.2871

### EMAIL

[mt-webmaster@visitmt.com](mailto:mt-webmaster@visitmt.com)

THE PRIZE | OFFICIAL RULES | ENTER CONTEST

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**ORVIS**  
ORVIS.COM



# MONTANA CAST & CAMP NATIONAL EFFORTS

- Posters & entry boxes in-store promoting “Montana Cast & Camp Luxury Vacation Sweepstakes”
  - Tie-in with Orvis summer travel sale promo
  - Generate leads for future marketing
  - Generate interest & awareness
- Bag stuffers in customer bags
- Direct email blasts to Orvis consumer email database
- Direct email blasts to Travel Montana consumer email database
- Web banners on [www.orvis.com](http://www.orvis.com)
- Blow-in cards in targeted Orvis catalogs
- Sweepstakes featured in 8-page full-color newspaper insert distributed in Chicago, Seattle, Minneapolis-St. Paul, and other markets in MN, ND & Canada





# MONTANA CAST & CAMP KEY MARKET MEDIA CAMPAIGN

- Chicago, Atlanta & Dallas:
  - Radio Campaign
  - Print Campaign
  - In-store “Montana Experience” events w/ Montana food, fly-tying demos & musicians
  - Out-of-Home Media
    - Dry cleaning bags
  - Alternative
    - Street Teams (Chicago only)
    - Trains (Chicago only)





# KEY MARKET MEDIA

- Media Budget: \$1,070,918
- Markets: Atlanta, Chicago, Dallas
- Time Frame: May - August, 2008
- Objectives
  - Drive traffic to the June Orvis event in each market
  - Increase brand awareness and deepen relationship between MT and markets







# RECOMMENDED MEDIA

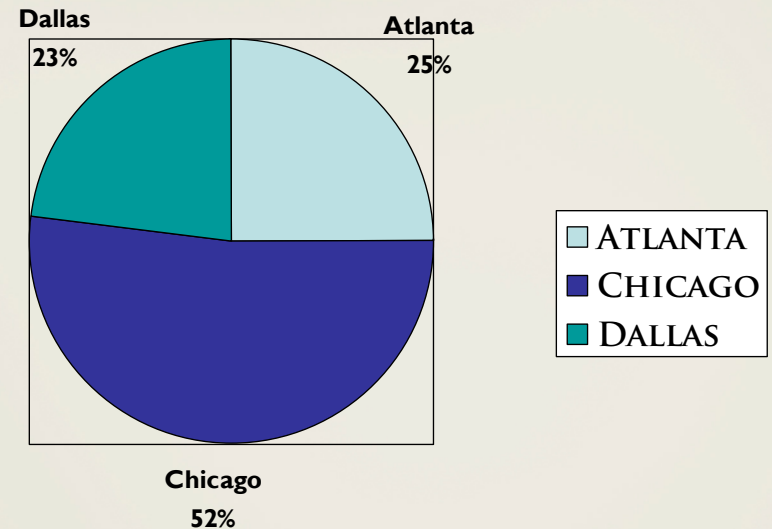
- Radio
- Print
- Alternative
  - Dry Cleaning Bags
  - Mobile/Street Teams
- Outdoor



# MEDIA SPENDING BY MARKET

- Total Budgeted Media: \$1,070,918
- Atlanta: \$269,224
- Chicago: \$554,222
- Dallas: \$247,472

MEDIA SPENDING BY MARKET





# RADIO

- Three stations plus Public Radio in each market
- Formats determined through use of PRIZM media consumption data for Montana's targeted PRIZM segments
- 7 weeks in each market (3 month sponsorship for Public Radio)
  - 2 weeks in May - Brand Message
  - 3 weeks in June prior to event - Orvis Promo Message
  - 2 weeks in July - Brand Message





# ATLANTA RADIO

- Stations:
  - WSB - AM : News
  - WZGC - FM: Alternative
  - WGST - AM: Talk
  - WABE - FM: Public Radio (May - July Underwriting)
- Weeks: May 12, 19, June 2, 9, 16, July 7, 14
- Market Total: \$164,366.98
  - Devoted to Orvis Promotion: \$57,528.44
- Market Reach: 33%      Frequency: 11.6







# CHICAGO RADIO

- Stations:
  - WBBM - AM : News
  - WXRT - FM: Alternative
  - WNUA - FM: Smooth Jazz
  - WBEZ - FM: Public Radio (May - July Underwriting)
- Weeks: May 12, 19, June 9, 16, 23 July 7, 14
- Market Total: \$179,423.44
  - Devoted to Orvis Promotion: \$62,798.20
- Market Reach: 47%      Frequency: 8.6





# DALLAS RADIO

- Stations:
  - KRLD - AM : News
  - KDGE - FM: Alternative
  - KLLI - FM: Talk
  - KERA - FM: Public Radio (May - July Underwriting)
- Weeks: May 12, 19, June 9, 16, 23 July 7, 14
- Market Total: \$109,694.20
  - Devoted to Orvis Promotion: \$38,392.97
- Market Reach: 26%      Frequency: 9.6



# RADIO SPOTS

“Embellish” (:60)



- Cast & Camp Promo

“Fudge It” (:60)



- General Vacation Spot/GNP

“Little White Lie” (:60)



- General Vacation Spot/YNP





# BRAND PRINT

- Market-specific magazine placements
- July and August; Full Page, BW
- Running in:
  - Atlanta Magazine
  - Chicago Magazine
  - Northshore Magazine
  - Texas Monthly (June - August)
  - D Magazine
- Total Brand Print: \$102,763.64
- Total Impressions: 1,675,189 CPM: \$61.34







# EVENT PROMOTION PRINT & INTERNET

- Print: market-specific magazines during the month of June and in alternative weekly publications 2-3 weeks prior to event
- Internet: focus on event-related online spaces in each market 2-3 weeks prior to event. Links to roadshow page of [visitmt.com/orvis](http://visitmt.com/orvis)
- Total Event Promotion Print/Internet: \$70,056.17
- Total Impressions: 2,359,969 CPM: \$29.69



# KEY MARKET PRINT CREATIVE

TALK FISH. SING SONGS.  
EAT MEAT. YEP. IT'S A  
MONTANA COCKTAIL PARTY.

MONTANA ORVIS® ROADSHOW

*Saturday, June 28, 9am-7pm*

Stop by the Dallas Orvis® Company store, 8300 Preston Road, Suite 300, on June 28 and try your hand at casting nibble on some gourmet Montana bites or just relax and listen to a cowboy tune or two. You'll also have a chance to win a *free* Montana fly fishing trip for you and 3 guests.

For more roadshow details or to enter to win the Cast & Camp Luxury Vacation online, log on to [www.visitmt.com/orvis](http://www.visitmt.com/orvis).  
Montana. There's a little in us all.

**MONTANA**  
VISITMT.COM/ORVIS

**ORVIS®**  
orvis.com





# DRY CLEANING BAG ADS

- Targeted PRIZM indexes are collectively 207% more likely to have dry cleaning bill of over \$100 in a six-month period than the average US citizen
- Total Dry Cleaning Bag: \$307,440
- 2,250,000 guaranteed impressions
- An estimated 15 impressions per bag



# MONTANA CAST & CAMP DRY CLEANING BAGS



*whiter* WHITES  
& COLORFAST *blues.*

**MONTANA**  
BIG SKY COUNTRY

THERE'S A LITTLE IN US ALL.

VISITMT.COM

**MONTANA**  
BIG SKY COUNTRY

MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE

# MONTANA CAST & CAMP DRY CLEANING BAGS



SEE  
FUR COATS  
ON THEIR  
*original*  
OWNERS.

**MONTANA**  
BIG SKY COUNTRY

THERE'S A LITTLE IN US ALL.

VISITMT.COM

**MONTANA**  
BIG SKY COUNTRY

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# MONTANA CAST & CAMP DRY CLEANING BAGS



MAKE YOUR  
CLOTHES *earn*  
THEIR NEXT  
DRY CLEANING.

**MONTANA**  
BIG SKY COUNTRY

THERE'S A LITTLE IN US ALL.

VISITMT.COM

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# STREET TEAMS (CHICAGO)

- Objective
  - Create buzz for Montana and Orvis in-store event
  - Create personal interaction between “Montana” and consumer
- Dates
  - Saturday, June 21
  - Tuesday, June 24
  - Wednesday, June 25
- Locations
  - Michigan Avenue
  - Millennium Park/Grant Park
  - Along Chicago River



# STREET TEAMS (CHICAGO)

- 9 Fly fisherman- 3 teams of 3 brand enthusiasts and team manager
- Dressed in Orvis fly-fishing gear (waders, boots, shirts)
- Giveaway- postcard





# CHICAGO TRAIN ADS

- Wrapped train cars on Red Line and Blue Line (2 cars per train)
- Bonused interior takeover messaging of a 25 showing on line
- 12 weeks purchased, additional 4 weeks bonused
- Weeks of May 19th - Sep 1st
- DEC of train wraps: 825,000



# MONTANA CAST & CAMP TRAIN WRAP (CHICAGO)



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# CHICAGO TRAIN

Red Line

Blue Line



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# OVERVIEW OF MEDIA ELEMENTS

Atlanta

May	June	July	August	September
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Chicago

May	June	July	August	September
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Dallas

May	June	July	August	September
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# KEY MARKET IN-STORE EVENTS



- Schedule
  - Atlanta, June 21, 10A-6P
  - Chicago, June 25, 9A-6P
  - Dallas, June 28, 9A-7P





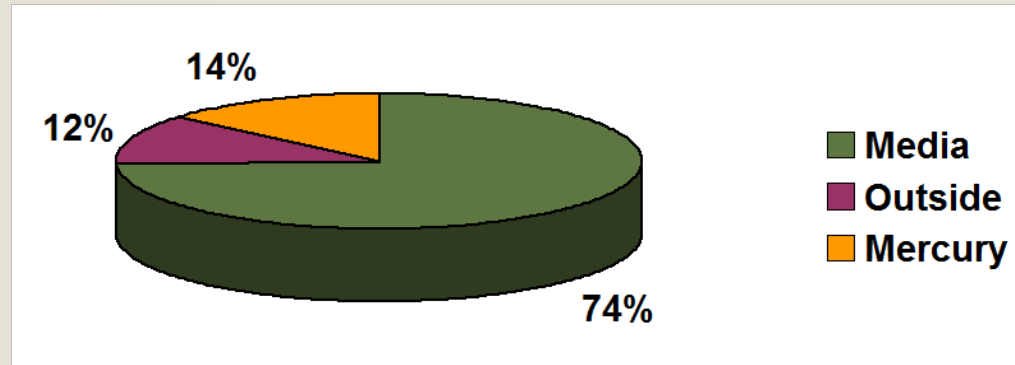
# IN-STORE EVENTS



- Objective
  - Leave the event attendee with a very personal impression of Montana communicating the brand platform
  - Communicate the experience of Montana through a fly fishing experience
- Elements
  - Camp Tent Display
  - Photo Exhibit
  - Food
  - Music
  - Giveaways: Hand-tied flies & Made in Montana Truffles



# BUDGET



- Media: \$1,070,918
- Outside: \$172,619
- Mercury: \$199,088
- Total: \$1,442,625





# 3 PARKS UPDATE



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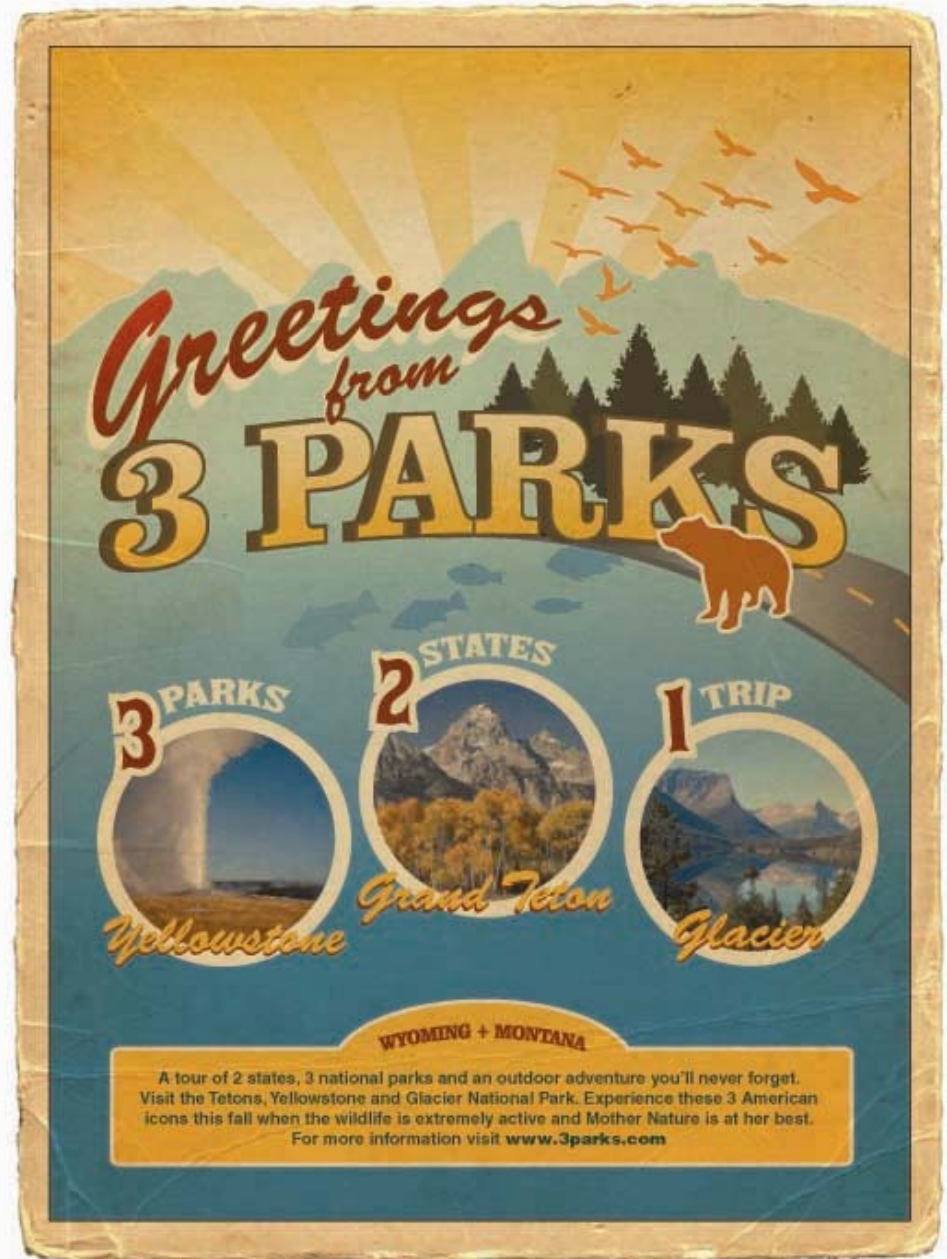
# 3 PARKS

- Magazine buy: \$140,000
  - Backpacker- July/Aug 2008
  - Sunset- July 2008
  - Cottage Living- July/Aug 2008
  - Cooking Light- July 2008
  - Smithsonian- July 2008
- Web buy: \$25,000
  - TBD
- Some content updates to 3parks.com



# 3 PARKS

## 2008 Print Creative





# WARM SEASON WEB: PHASE 2

- Placement on variety of lifestyle websites
- More interactive web creative
- Directs consumers to highly relevant content
- Leverages new niche webpages
  - Rodeo, Restaurants & Dining, Farmer's Markets & Ag Tours
- Cost: \$200,064
  - See media plan for details
  - Total WS Web: \$401,776





# THANK YOU.

Presentation will be available at  
[www.travelmontana.mt.gov](http://www.travelmontana.mt.gov)



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